

Bournemouth's "Summer Sizzler"

Engaging communities and schools through positive holiday activities



research in practice

social care
institute for excellence



Bournemouth

- Small unitary authority with areas of deprivation
- 8 Children's Centres
- 39 Schools - Community, VA, VC, Special, Secondary Modern, Academies, Trusts and Grammar
- 7 Youth Centres
- BSF partnership with neighbouring authority
- Extended Services Clusters –led by schools
- Lack of holiday activities and information

What we did

- Offered of a wider range of activities.
- Promoted a clear accessible offer.
- Supported universal & targeted activities .
- Complemented existing provision.
- Engaged schools through “clusters”.
- Involved parents, children & young people.
- Found and filled the “gaps”.

How we did it

- Local consultation and pilot.
- Branding - stimulating “the market”.
- Summer Sizzler Brochure.
- Independent evaluation.
- Celebration and promotion through DVD.
- Expanded to Borough wide in 2007.
- Extended to include Poole and Dorset.

The difference made

- Increased participation and variety of activities by 100%.
- Enhanced inter-agency communication .
- Improved parental awareness and choice.
- Schools as activity providers (98%).
- Improved motivation to learn (36%).
- Many family wellbeing impact stories .

What we learnt

- Simply “joining-up” what’s already there is very powerful.
- Huge range of potential outputs and outcomes supporting ECM.
- Summer holiday is the key time.
- Charging difficult in some communities and a culture change for some schools.
- Liability for local authorities and schools .

What Next?

- Engaging Academies and Trusts.
- Maximising the economic disadvantaged subsidy through schools.
- Incorporating Sizzler into the local authorities Community Plan/LAA.
- Moving to a sustainable model .
- Sponsorship.
- Even more robust focus on outcomes .